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REPORT NO. 32

TOURIST ESTABLISHMENT OCCUPANCY

JANUARY and JULY, 1968



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III

ONTARIO

TOURIST ESTABLISHMENT OCCUPANCY

JANUARY and JULY, 1968

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Toronto, Ontario January, 1969



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Average Total Occupancy of Tourist Establishments

1. By Type of Establishment
2. According to Number of Rental Units
of Over 30 and Under 29 Available

District 1: Comprised of Vacation Areas:

- No. 1 - Kent Essex
- 2 - Lambton - Sarnia
- 3 - Central Erie
- 4 - Mid-Western

12-13

District 2: Comprised of Vacation Area:

- No. 19 - Grey - Bruce

14-15

District 3: Comprised of Vacation Areas:

- No. 5 - Niagara Iroquoia

16-17

District 4: Comprised of Vacation Areas:

- No. 6 - Metropolitan
- 9 - Great Pine Ridge

18-19

<u>District 5:</u>	Comprised of Vacation Areas: No. 7 - Huronia - Lake Simcoe 18 - Muskoka	20-21
<u>District 6:</u>	Comprised of Vacation Areas: No. 8 - Kawartha Lakes 17 - Haliburton	22-23
<u>District 7:</u>	Comprised of Vacation Areas: No. 10 - Bay of Quinte 11 - Hastings - Land O'Lakes 12 - Rideau Lakes - 1000 Islands 13 - Seaway Valley	24-25
<u>District 8:</u>	Comprised of Vacation Areas: No. 14 - Lower Ottawa Valley 15 - Upper Ottawa Valley 16 - Madawaska Valley	26-27
<u>District 9:</u>	Comprised of Vacation Areas: No. 20 - Parry Sound, Amalquin Highlands, Georgian Bay 21 - Algonquin Park 22 - Nipissing 23 - Sudbury 24 - Manitoulin 25 - Algoma 26 - Golden Route - 101 27 - Temiskaming 28 - James Bay Frontier	28-29
<u>District 10:</u>	Comprised of Vacation Areas: No. 29 - Thunder Bay, Upper Lake Superior 30 - Rainy River 31 - Lake of the Woods 32 - Patricia	30-31

Sampling Method

In order to calculate the occupancy of all types of tourist establishments in Ontario during the months of January and July, 1968 approximately ten per cent of all establishments (hotels, motels, lodges, cottages for rent, cabins for rent, campsites, etc.) in each Vacation Area licensed by the Ontario Department of Tourism and Information and the Liquor License Board of Ontario, were randomly selected according to probability proportional to size.

Additional information concerning the method of sampling may be obtained from Travel Research Branch, Ontario Department of Tourism and Information, 185 Bloor Street East, Toronto 5.

One sampling card (Appendix I) was prepared for each of the selected establishments covering the month of January and another for the month of July by Travel Research Branch, and transmitted to the tourist establishment by the field staff of the Tourist Industry Development Branch. The establishment operators completed the cards at designated intervals and mailed them directly to Travel Research Branch where they were tabulated and analysed.

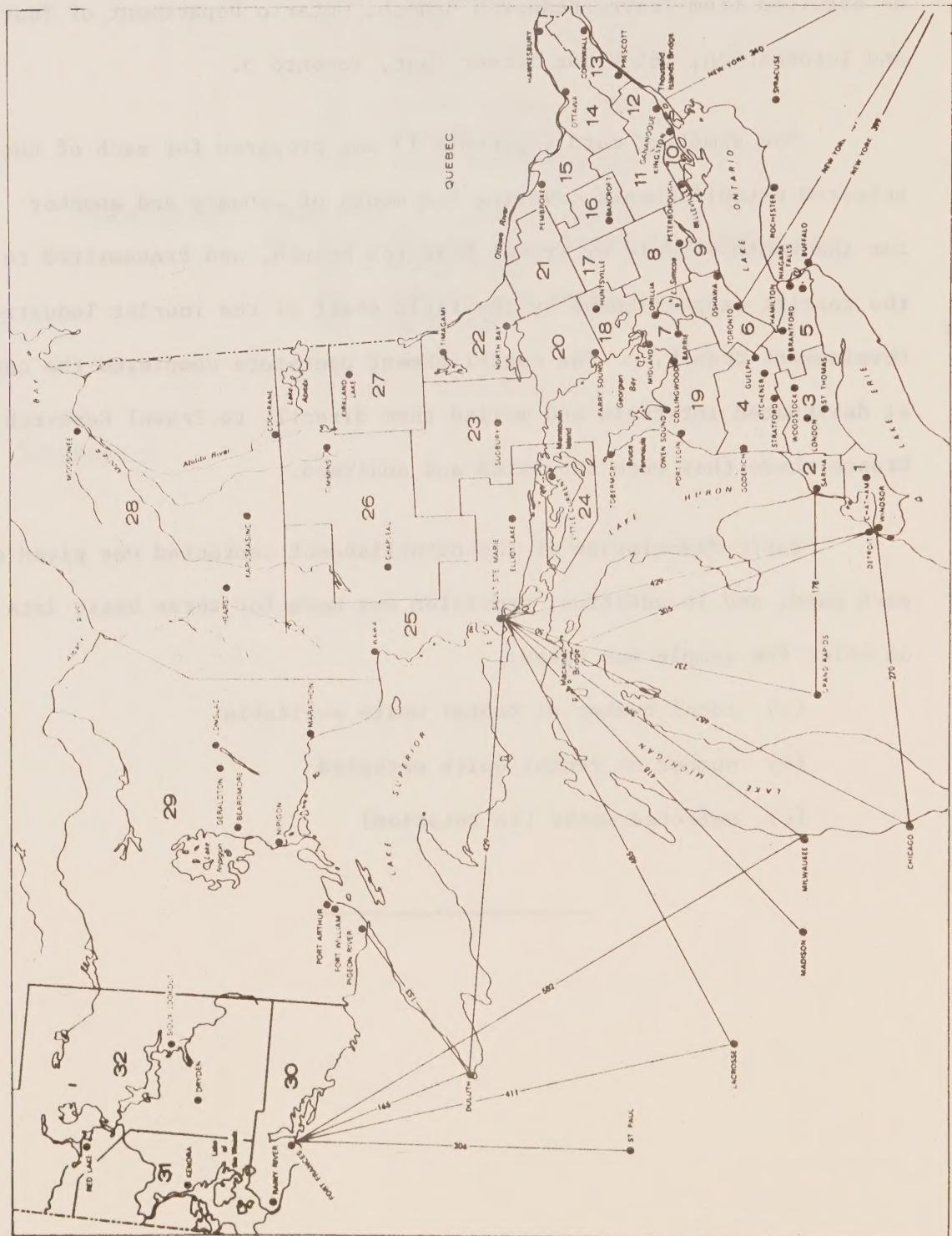
Basic description of the establishment contacted was given on each card, and in addition, provision was made for three basic data on which the sample was based:

- (a) total number of rental units available
- (b) number of rental units occupied
- (c) selected weeks (in rotation)

PROVINCE OF ONTARIO

Vacation Area

1.	Kent Essex	
2.	Lambton-Sarnia	
3.	Central Erie	
4.	Mid-Western	
5.	Niagara-Iroquoia	
6.	Metropolitan	
7.	Huronia-Lake Simcoe	
8.	Kawartha Lakes	
9.	Great Pine Ridge	
10.	Bay of Quinte	
11.	Hastings and Land O'Lakes	
12.	Rideau Lakes - 1000 Islands	
13.	Seaway Valley	
14.	Lower Ottawa Valley	
15.	Upper Ottawa Valley	
16.	Madawaska Valley	
17.	Highlands of Haliburton	
18.	Muskoka	
19.	Grey-Bruce	
20.	Parry Sound, Amalquin Highlands	
21.	Georgian Bay	
22.	Algonquin Park	
23.	Nipissing	
24.	Sudbury	
25.	Manitoulin	
26.	Algoma	
27.	Golden Route - 101	
28.	Temiskaming	
29.	James Bay Frontier	
30.	Upper Lake Superior	
31.	Rainy River	
32.	Lake of the Woods	
	Patricia	



ONTARIO TOURIST ESTABLISHMENT OCCUPANCY, 1968

To determine if the number of rental units available might influence the occupancy index a more detailed breakdown of establishments by category of 30 or more rental units, and 29 or less rental units, was made in 1968. Results indicated the average occupancy index for each type of establishment for all Ontario tourist establishments was higher for those having 30 or more rental units available.

The sample provided for a wide range of rental units and types or establishments to be tabulated, but not all establishments contacted returned their cards and in some cases the information supplied was incomplete so that actually less than the 10 per cent were processed, thus lessening the validity of the index in some instances.

It is expected an occupancy survey of tourist establishments in Ontario will be undertaken yearly during the months of January and July, changing the establishments to be contacted each year.

The following tables include all occupancy indices, expressed in per cent, for each type of establishment, by Vacation Area, and totals for the province, and where available, comparable figures for 1967.

Tables I and II show the occupancy of all types of tourist establishments in Ontario by Vacation Area, for the months of January and July.

Average total occupancy was the same (46%) for the month of January in each year, but for July, average total occupancy was 66 per cent in 1967 and 68 per cent in 1968. Examination by establishment type revealed that during July, with the exception of hotels and motels, occupancy was higher in 1968 than in 1967, a difference which may be attributed to the impact of EXPO '67. A considerable amount of traffic was generated by this event and a higher usage of motels and hotels, but lodges, cottages, cabins and campsites usually patronized by long-term visitors, were used less extensively, as may be seen in Table III.

Tables IV and V in which all establishments were divided into groups showing (a) those with 30 or more rental units and (b) those with 29 or less rental units, revealed an important factor which could influence policy with regard to tourist establishment development in the future. Indices for these groups of establishments are shown for the month of January in Table IV and for July, in Table V.

Tables VI to XXV refer to the ten districts into which the thirty-two vacation areas were grouped for statistical purposes and to indicate more clearly the variation of establishment occupancies.

Two tables were prepared for each of the ten districts, the first showing occupancy for the month of January, 1968 and for July, 1967 and 1968.

The second table shows the average total occupancy of establishments, broken down into the two groups - 30 or more rental units, and 29 or less rental units. Particularly with reference to hotels and motels, the tendency for higher occupancy in establishments of thirty or more rental units is quite marked.

During 1969, special attention will be given to the study of these two groups of establishments. If the tendency of higher occupancy in establishments of 30 rental units or more is established, it will be deemed advisable to recommend that motels and hotels be constructed in future with a minimum of 30 rental units.

S U M M A R Y

T A B L E S

SUMMARY OF TOURIST ESTABLISHMENT OCCUPANCY
BY SELECTED DISTRICT AND TYPE OF ESTABLISHMENT
IN PERCENT - JANUARY 1968

VACATION AREAS	DISTRICT	% RESPONSE	HOTEL			HOTEL (NOT LLB)	MOTEL	LODGE	COTTAGE	CABIN	CAMPsite	OTHER
			TOTAL	MOTOR	LLB							
(1) Kent-Essex	(1)	7										
(2) Lambton-Sarnia	(1)	63										
(3) Central Erie	(1)	64										
(4) Mid-Western	(1)	95	49	51	17	48	n/a	n/a	n/a	n/a	n/a	28
(14) Grey-Bruce	(2)	85	47	27	68	55	31	n/a	71	n/a	n/a	
(5) Niagara Iroquois	(3)	75	34	40	n/a	27	1	n/a	n/a	2	n/a	
(6) Metropolitan	(4)	68										
(9) Great Pine Ridge	(4)	86	60	62	62	54	0	n/a	n/a	n/a	n/a	2
(7) Huronia-Lake Simcoe	(5)	88										
(18) Muskoka	(5)	100	39	44	43	42	20	n/a	n/a	n/a	n/a	49
(8) Kawartha Lakes	(6)	96										
(17) Haliburton	(6)	100	36	41	34	39	3	n/a	n/a	n/a	n/a	31
(10) Bay of Quinte		80										
(11) Hastings Land O' Lakes		50										
(12) Rideau Lakes-1000 Islands		65										
(13) Seaway Valley	(7)	44	41	45	52	36	n/a	n/a	n/a	n/a	n/a	n/a
(14) Lower Ottawa Valley		67										
(15) Upper Ottawa Valley		69										
(16) Madawaska Valley	(8)	50	60	60	94	49	n/a	0	n/a	n/a	n/a	68
(20) Harry Sound-Georgian Bay		100										
(21) Algonquin Park		n/a										
(22) Nipissing		100										
(23) Sudbury		100										
(24) Manitoulin		100										
(25) Algoma		75										
(26) Golden Houte-101		100										
(27) Timiskaming		100										
(28) James Bay Frontier	(9)	100	38	41	48	27	n/a	100	n/a	0	n/a	
(29) Upper Lake Superior		83										
(30) Rainy River		100										
(31) Lake of the Woods		100										
(32) Patricia	(10)	83	34	42	31	16	n/a	n/a	n/a	n/a	n/a	60
AVERAGE TOTAL OCCUPANCY - 1968			46	49	59	39	17	n/a	71	n/a	54	
AVERAGE TOTAL OCCUPANCY - 1967			46	52			41	8	46	n/a	n/a	24

NOTE: 1968 Sample: 499 Establishments selected in Sample
388 Correct responses received and tabulated
78% Correct responses (in percent of selected sample)

1967 Sample: 240 Establishments selected in Sample
133 Correct responses received and tabulated
55% Correct responses (in percent of selected sample)

SUMMARY OF TOURIST ESTABLISHMENT OCCUPANCY BY SELECTED DISTRICT

TABLE II

AND TYPE OF ESTABLISHMENT IN PER CENT - July, 1968

VACATION AREAS	% Response	Total	1		2		3		4		5		6		7		8	
			Hotel		Motor Hotel		Hotel (Not L&B)		Motel		Lodge		Cottage		Cabin		Campsite	
			Motor	L&B	Motor	L&B	Hotel	(Not L&B)	Motel	Lodge	Cottage	Lodge	Cottage	Cabin	Campsite	Other	Other	Other
(1) Kent-Essex	79																	
(2) Lambton-Sarnia	69																	
(3) Central Erie	81																	
(4) Mid-Western	67																	
Average Group Occupancy																		
District (1)		69	61		60		76		31		82		58		99		43	
(19) Grey-Bruce	43																	
Average Group Occupancy																		
District (2)		71	40		41		83		71		87		95		19		74	
(5) Niagara-Iroquois	72																	
Average Group Occupancy																		
District (3)		66	64		n/a		70		62		79		59		27		100	
(6) Metropolitan	81																	
(9) Great Pine Ridge	100																	
Average Group Occupancy																		
District (4)		70	67		64		62		62		91		65		97		33	
(7) Huronia-Lake Simcoe	84																	
(18) Muskoka	97																	
Average Group Occupancy																		
District (5)		69	54		28		81		81		81		56		8		64	
(8) Kawartha Lakes	99																	
(17) Haliburton	100																	
Average Group Occupancy																		
District (6)		71	63		42		66		72		88		69		51		51	
(10) Bay of Quinte	86																	
(11) Hastings-land of	71																	
Lakes																		
(12) Rideau Lakes-1000	74																	
islands																		
(13) Seaway Valley	86																	
Average Group Occupancy																		
District (7)		72	63		37		71		61		87		76		63		100	
(14) Lower Ottawa Valley	64																	
(15) Upper Ottawa Valley	64																	
(16) Madawaska Valley	62																	
Average Group Occupancy																		
District (8)		58	58		35		78		92		81		56		41		61	
(20) Parry-Sound Geog. Bay	100																	
(21) Algonquin Pk.	-																	
(22) Nipissing	RR																	
(23) Sudbury	83																	
(24) Manitoulin	29																	
(25) Algoma	9																	
(26) Golden Rte-101	78																	
(27) Timiskaming	100																	
(28) James Bay Frontier	100																	
Average Group Occupancy																		
District (9)		70	59		57		74		79		86		25		39		n/a	
(29) Upper Lake Superior	79	62	66		45		80		37		66		67		59		70	
(30) Rainy River	64																	
(31) Lake of the Woods	67																	
(32) Patricia	83																	
Average Group Occupancy		62	66		45		80		37		66		67		59		70	
AVERAGE TOTAL OCCUPANCY 1968	68	62	47		73		70		84		60		51		68			
AVERAGE TOTAL OCCUPANCY 1967	66	68	54		75		56		74		52		41		56			

Establishments selected in sample
 Correct responses received and tabulated
 Correct responses in per cent of selected sample

1968

1967

913
690
74%957
695
73%

TABLE II

AVERAGE TOTAL OCCUPANCY OF ALL ONTARIO TOURIST ESTABLISHMENTS
BY TYPE OF ESTABLISHMENT FOR JANUARY AND JULY 1967, 1968 - IN PER CENT

Establishments selected for sample
Correct responses received and tabulated
Correct responses (in per cent of selected sam-

TABLE IV

AVG TOTAL OCCUPANCY OF ALL ONTARIO TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT AND
ACCORDING TO NUMBER OF RENTAL UNITS AVAILABLE - IN PER CENT, JANUARY 1968

	1	2	3	4	5	6	7	8
	Hotel	Motor Hotel (LIB)	Hotel (Not LIB)	Motel	Lodge	Cottage	Cabin	Campsite
	%	%	%	%	%	%	%	%
1) AVERAGE TOTAL OCCUPANCY 30 or MORE RENTAL UNITS	53	83	43	20	n/a	n/a	0	50
2) AVERAGE TOTAL OCCUPANCY 29 or LESS RENTAL UNITS	40	36	37	15	1	71	2	56

TABLE V

AVERAGE TOTAL OCCUPANCY OF ONTARIO TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT ACCORDING TO
NUMBER OF RENTAL UNITS AVAILABLE - IN PER CENT, JULY 1968

	1	2	3	4	5	6	7	8
	Hotel	Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge	Cottage	Cabin	Campsite
	%	%	%	%	%	%	%	%
1) AVERAGE TOTAL OCCUPANCY 30 or more RENTAL UNITS	65	56	84	81	94	100	54	100
2) AVERAGE TOTAL OCCUPANCY 29 or less RENTAL UNITS	57	40	70	65	84	59	42	63

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS

1. BY TYPE OF ESTABLISHMENT
2. ACCORDING TO NUMBER OF RENTAL UNITS
OF OVER 30 AND UNDER 29, AVAILABLE

DISTRICTS 1 to 10

TABLE VI

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT
 FOR JANUARY 1968 AND JULY 1967, 1968 - DISTRICT 1 (Kent-Essex, Lambton-Sarnia, Central Erie, Mid-Western)
IN PER CENT

J A N U A R Y

Year	Total All Types of Establishment	Hotel Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge	Cottage	Cabin	Campsites	Other
1968	49 %	51	17	48	n/a	n/a	n/a	n/a	28

J U L Y

1967	65 %	61	49	73	34	69	28	76	45
1968	69 %	61	60	76	31	82	58	99	43

* Data for January 1967 has not been included because the District breakdown for that survey was by Ontario Vacation Regions and therefore is not comparable to other occupancy averages.

TABLE VII

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT AND ACCORDING TO NUMBER OF RENTAL UNITS AVAILABLE, IN PER CENT, JANUARY AND JULY 1968 IN DISTRICT 1 (Kent-Essex, Lambton-Sarnia, Central Erie, Mid-Western)

JANUARY

	Hotel Motor Hotel (LIB)	Hotel (Not LIB)	Motel	Lodge	Cottage	Cabin	Campsite	Other
<hr/>								
Average Total Occupancy 30 or more Rental Units	50%	n/a	58	n/a	n/a	n/a	n/a	n/a
Average Total Occupancy 29 or Less Rental Units	51%	17	44	n/a	n/a	n/a	n/a	n/a
<hr/>								
<hr/>								
<p><u>JULY</u></p>								
Average Total Occupancy 30 or more Rental Units	62%	n/a	86	n/a	81	n/a	100	n/a
Average Total Occupancy 29 or Less Rental Units	56%	60	71	31	83	58	93	43

TABLE VIII
 AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT
 FOR JANUARY 1968 AND JULY 1967, 1968 - DISTRICT 2 (Grey Bruce)
 IN PER CENT

Year	Total		Hotel		Hotel		Lodge		Cottage		Cabin		Campsite		Other	
	All Types of Establishment	Motor Hotel (LLB)	Motor Hotel (LLB)	(Not LLB)	Motel	Motel	Lodge	Cottage	Cottage	Cabin	Cabin	Campsite	Campsite	n/a	n/a	n/a
1968	47%	27	68	55	34	n/a	71	n/a	n/a	n/a	n/a	n/a	n/a	74	14	17
1967	59 ^o ₃	36	59	67	66	69	74	69	66	71	83	87	95	19	74	74

*Data for January 1967 has not been included because the District breakdown for that survey was by Ontario Vacation Regions and therefore is not comparable to the other occupancy averages.

TABLE IX

AVVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT AND ACCORDING TO
NUMBER OF RENTAL UNITS AVAILABLE, IN PER CENT, JANUARY AND JULY 1968 IN DISTRICT 2 (Grey-Bruce)

J A N U A R Y

	Hotel Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge	Cottage	Cabin	Campsite	Other
<hr/>								
Average Total Occupancy 30 or more Rental Units	37%	74	98	34	n/a	n/a	n/a	n/a
Average Total Occupancy 29 or less Rental Units	23%	48	49	29	n/a	71	n/a	n/a
<hr/>								
<u>J U L Y</u>								
Average Total Occupancy 30 or more Rental Units	35%	50	n/a	99	n/a	n/a	19	n/a
Average Total Occupancy 29 or less Rental Units	55%	26	83	65	87	95	n/a	74

TABLE X

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT
 FOR JANUARY 1968 AND JULY 1967, 1968 - DISTRICT 3 (Niagara-Iroquois)
 IN PER CENT

J A N U A R Y

Year	Total		Hotel		(Not LLB)	Motel	Lodge	Cottage	Cabin	Campsites	Other
	All Types of Establishment	Motor Hotel (LLB)	Motor Hotel (LLB)	Hotel (Not LLB)							
1968	34 %	40	n/a	27	1	n/a	n/a	n/a	2	n/a	n/a

J U L Y

1967	70 %	72	n/a	69	52	85	52	78	66
1968	66 %	64	n/a	70	62	79	59	27	100

* Data for January 1967 has not been included because the District breakdown for that survey was by Ontario Vacation Regions and therefore is not comparable to other occupancy averages.

TABLE XI

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT AND ACCORDING TO NUMBER OF RENTAL UNITS AVAILABLE, IN PER CENT, JANUARY AND JULY 1968 IN DISTRICT 3 (Niagara-Iroquois)

JANUARY

	Hotel Motor Hotel (LIB)	Hotel (Not LIB)	Motel	Lodge	Cottage	Cabin	Campsite	Other
--	-------------------------------	--------------------	-------	-------	---------	-------	----------	-------

Average Total Occupancy
30 or more Rental Units

40%
n/a

30

n/a

n/a

n/a

n/a

n/a

Average Total Occupancy
29 or less Rental Units

40%

n/a

25

n/a

n/a

n/a

n/a

n/a

JULY

Average Total Occupancy 30 or more Rental Units	67% n/a	81	n/a	n/a	n/a	100	10
Average Total Occupancy 29 or less Rental Units	59% n/a	63	62	79	59	85	n/a

TABLE XII

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT
 FOR JANUARY 1968 AND JULY 1967, 1968 - DISTRICT 4 (Metropolitan, Great Pine Ridge)
 IN PER CENT

JANUARY

Year	Total All Types of Establishment	Hotel Motor Hotel (LIB)	Hotel (Not LIB)	Motel	Lodge	Cottage	Cabin	Campsite	Other
1968	60 ^o	62	54	0	n/a	n/a	2	n/a	12

JULY

1967	75 ^o	75	58	70	-	100	55	70	12
1968	70 ^o	67	64	62	62	91	65	97	33

* Data for January 1967 has not been included because the District breakdown for that survey was by Ontario Vacation Regions and therefore is not comparable to other occupancy averages.

TABLE XIII

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT AND ACCORDING TO NUMBER OF RENTAL UNITS AVAILABLE, IN PER CENT, JANUARY AND JULY 1968 IN DISTRICT 4 (Metropolitan, Great Pine Ridge)

JANUARY

	Hotel Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge	Cottage	Cabin	Campsites	Other
Average Total Occupancy 30 or more Rental Units	62%	98	n/a	n/a	n/a	n/a	n/a	n/a
Average Total Occupancy 29 or less Rental Units	60%	21	54	0	n/a	n/a	n/a	2
<u>J U L Y</u>								
Average Total Occupancy 30 or more Rental Units	68%	71	93	27	n/a	n/a	89	n/a
Average Total Occupancy 29 or less Rental Units	55%	54	59	100	91	65	100	33

TABLE XIV
 AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT
 FOR JANUARY 1968 and JULY 1967, 1968 - DISTRICT 5 (Huronia-Lake Simcoe, Muskoka)
 IN PER CENT

Year	Total		Hotel		Motor Hotel		Hotel (Not LLB)		Motel	Lodge	Cottage	Cabin	Campsites	Other
	All Types of Establishments	1	2	3	4	5	6	7						
1968	39%	44	42	43	42	20	n/a	n/a				n/a	49	
<u>JANUARY</u>														
1967	62%	56	n/a	91	64	67	36	10				62		
1968	69%	54	28	81	81	81	56	8				64		
<u>JULY</u>														

* Data for January 1967 has not been included because the District breakdown for that survey was by Ontario Vacation Regions and therefore is not comparable to other occupancy averages.

TABLE XV

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT AND ACCORDING TO
NUMBER OF RENTAL UNITS AVAILABLE, IN PER CENT, JANUARY AND JULY 1968 IN DISTRICT 5 (Huronia-Lake Simcoe, Muskoka)

J A N U A R Y

	Hotel Motor Hotel (LIB)	Hotel (Not LIB)	Motel	Lodge	Cottage	Cabin	Campsites	Other
<u>Average Total Occupancy</u>								
30 or more Rental Units	46%	33	n/a	16	n/a	n/a	n/a	n/a
29 or less Rental Units	40%	42	42	24	n/a	n/a	n/a	49
<u>J U L Y</u>								
<u>Average Total Occupancy</u>								
30 or more Rental Units	54%	49	n/a	81	100	100	n/a	n/a
29 or less Rental Units	54%	5	81	80	79	52	8	64

TABLE XVI

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT
FOR JANUARY 1968 AND JULY 1967, 1968 - DISTRICT 6 (Kawartha Lakes, Haliburton)
IN PER CENT

JANUARY

Year	Total	Hotel	Motor Hotel (LIB)	Hotel (Not LIB)	Motel	Lodge	Cottage	Cabin	Campsite	Other
1968	36%	41	34	39	3	n/a	n/a	n/a	n/a	31

JULY

1967	64%	73	29	67	49	75	46	93	9
1968	71%	63	42	66	72	88	69	51	51

* Data for January 1967 has not been included because the District breakdown for that survey was by Ontario Vacation Regions and therefore is not comparable to other occupancy averages.

TABLE XVII

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT AND ACCORDING TO
NUMBER OF RENTAL UNITS AVAILABLE, IN PER CENT, JANUARY AND JULY 1968 IN DISTRICT 6 (Kawartha Lakes, Haliburton)

J A N U A R Y

	Hotel Motor Hotel (LIB)	Hotel (Not LIB)	Motel	Lodge	Cottage	Cabin	Campsite	Other
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Average Total Occupancy
30 or more Rental Units 45%

Average Total Occupancy
29 or less Rental Units 34

J U L Y

Average Total Occupancy
30 or more Rental Units 57%

Average Total Occupancy
29 or less Rental Units 71%

TABLE XVIII
 AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT
 FOR JANUARY 1968 AND JULY 1967, 1968 - DISTRICT 7 (Bay of Quinte, Hastings-Land O'Lakes, Rideau Lakes, Seaway Valley)
 IN PER CENT

Year	Total		Hotel		Hotel		Cottage		Cabin		Campsite		Other
	All Types of Establishment	Motor Hotel (LLB)	Motor Hotel (LLB)	(Not LLB)	Motel	Lodge	Cottage	Cabin	Campsite	n/a	n/a	n/a	
1968	41%	45	52	36	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	Other
<u>JANUARY</u>													
1967	67%	73	50	74	43	70	65	79	60	79	79	79	79
1968	72%	63	37	71	61	71	76	76	63	100	100	100	100
<u>JULY</u>													

* Data for January 1967 has not been included because the District breakdown for that survey was by Ontario Vacation Regions and therefore is not comparable to other occupancy averages.

TABLE XIX

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT AND ACCORDING TO
NUMBER OF RENTAL UNITS AVAILABLE, IN PER CENT, JANUARY AND JULY 1968 IN DISTRICT 7 (Bay of Quinte, Hastings-Land O'Lakes
Rideau Lakes, Seaway Valley)

J A N U A R Y

	Hotel Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge	Cottage	Cabin	Campsite	Other
Average Total Occupancy 30 or more Rental Units	44%	n/a	22	n/a	n/a	n/a	n/a	n/a
Average Total Occupancy 29 or less Rental Units	48%	52	43	n/a	n/a	n/a	n/a	n/a
<u>J U L Y</u>								
Average Total Occupancy 30 or more Rental Units	63%	n/a	80	n/a	n/a	n/a	64	n/a
Average Total Occupancy 29 or less Rental Units	62%	37	69	61	87	76	40	100

TABLE XX

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT
 FOR JANUARY 1968 AND JULY 1967, 1968 - DISTRICT 8 (Lower Ottawa Valley, Upper Ottawa Valley, Madawaska Valley)
 IN PER CENT

Year	Total All Types of Establishment	Hotel			Cottage	Cabin	Campsite	Other
		Motor Hotel (LLB)	Hotel (Not LLB)	Motel				
1968	60%	60	49	0	n/a	0	n/a	68
<u>JANUARY</u>								
1967	58%	65	78	80	66	57	20	79
1968	58%	58	78	92	81	56	41	61
<u>JULY</u>								

* Data for January 1967 has not been included because the District breakdown for that survey was by Ontario Vacation Regions and therefore is not comparable to other occupancy averages.

TABLE XXI

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT AND ACCORDING TO NUMBER OF RENTAL UNITS AVAILABLE, IN PER CENT, JANUARY AND JULY 1968 IN DISTRICT 8 (Lower Ottawa Valley, Upper Ottawa Valley, Madawaska Valley)

J A N U A R Y

	Hotel Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge	Cottage	Cabin	Campsites	Other
Average Total Occupancy 30 or more Rental Units	63%	94	45	n/a	n/a	n/a	n/a	50
Average Total Occupancy 29 or less Rental Units	44%	n/a	52	n/a	0	n/a	n/a	87

J U L Y

Average Total Occupancy 30 or more Rental Units	59%	35	80	n/a	n/a	n/a	42	n/a
Average Total Occupancy 29 or less Rental Units	52%	n/a	77	92	81	56	36	61

TABLE XXII
 AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT
 FOR JANUARY 1968 AND JULY 1967, 1968 - DISTRICT 9 (Parry Sound, Algoma Park, Nipissing, Sudbury, Manitoulin, Algoma,
 Golden Route-101, Timiskaming, James Bay Frontier)

Year	Total	Hotel	Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge	Cottage	Cabin	Campsite	Other
<u>JANUARY</u>										

Year	Total	Hotel	Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge	Cottage	Cabin	Campsite	Other
<u>JANUARY</u>										
1968	38%	41	48	27	n/a	100	n/a	0	n/a	
<u>JULY</u>										
1967	70%	67	7	77	76	78	80	25	29	
1968	70%	59	57	74	79	86	25	39	n/a	

* Data for January 1967 has not been included because the District breakdown for that survey was by Ontario Vacation Regions and therefore is not comparable to other occupancy averages.

TABLE XXIII

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT AND ACCORDING TO NUMBER OF RENTAL UNITS AVAILABLE, IN PER CENT, JANUARY AND JULY 1968 IN DISTRICTS (Parry Sound, Algonquin Park, Nipissing, Sudbury, Manitoulin, Algoma, Golden Route-101, Timiskaming, James Bay Frontier)

JANUARY

	Hotel Motor Hotel (LLB)	Hotel (Not LLB)	Motel	Lodge	Cottage	Cabin	Campsite	Other
Average Total Occupancy 30 or more Rental Units	49%	n/a	45	n/a	n/a	n/a	0	n/a
Average Total Occupancy 29 or less Rental Units	34%	48	15	n/a	100	n/a	n/a	n/a
<u>JULY</u>								
Average Total Occupancy 30 or more Rental Units	68%	n/a	89	n/a	n/a	n/a	70	n/a
Average Total Occupancy 29 or less Rental Units	53%	57	69	79	86	25	24	n/a

TABLE XXIV

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT
 FOR JANUARY 1968 AND JULY 1967, 1968 - DISTRICT 10 (Upper Lake Superior, Rainy River, Lake of the Woods, Patricia)
 IN PER CENT

J A N U A R Y

Year	Total All Types of Establishment	Hotel Motor Hotel (LIB)	Hotel (Not LIB)	Motel	Lodge	Cottage	Cabin	Campsites	Other
1968	34%	42	31	16	n/a	n/a	n/a	n/a	60

J U L Y

1967	62%	66	67	81	35	78	70	43	40
1968	62%	66	45	80	37	66	67	59	70

* Data for January 1967 has not been included because the District breakdown for that survey was by Ontario Vacation Regions and therefore is not comparable to other occupancy averages.

TABLE XXV

AVERAGE TOTAL OCCUPANCY OF TOURIST ESTABLISHMENTS BY TYPE OF ESTABLISHMENT AND ACCORDING TO NUMBER OF RENTAL UNITS AVAILABLE, IN PER CENT, JANUARY AND JULY 1968 IN DISTRICT 10 (Upper Lake Superior, Rainy River, Lake of the Woods, Patricia)

JANUARY

	Hotel Motor Hotel (LIB)	Hotel (Not LIB)	Motel	Lodge	Cottage	Cabin	Campsite	Other
Average Total Occupancy 30 or more Rental Units	50%	n/a	49	n/a	n/a	n/a	n/a	n/a
Average Total Occupancy 29 or less Rental Units	32%	31	12	n/a	n/a	n/a	n/a	60

JULY

Average Total Occupancy 30 or more Rental Units	70%	n/a	82	41	n/a	n/a	n/a
Average Total Occupancy 29 or less Rental Units	62%	45	80	37	66	67	59

APPENDIX I

SAMPLING CARD

Number_____

Name of Establishment_____

Address_____

Vacation Area_____

PLEASE INDICATE MAIN TYPE OF ESTABLISHMENT OPERATED:

Hotel, Motor Hotel
(L.L.B.)

Cottage

Hotel

Cabin

Motel

Campsite

Resort-Lodge (A.P.)

Other

PLEASE COMPLETE THE FOLLOWING FOR THE WEEK OF:

(Inclusive)

If you have more than one type of rental unit in your establishment,
please name and give their occupancy separately:

Type of Establish- ment	Units Avail- able	NUMBER OF UNITS OCCUPIED ON:						
		Mon.	Tues.	Wed.	Thur.	Fri.	Sat.	Sun.
1								
2								
3								

Note: For the purpose of this survey a room is to be considered fully occupied even if being used by only 1 person.

PLEASE RETURN COMPLETED CARD AS SOON AS POSSIBLE AFTER SURVEY DATE. THANK YOU.

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